# AQ'S ENGAGEMENT MODELS

Flexible engagement models that understand the client's market needs

AQ'S ENGAGEMENT MODELS

AQ offers flexible engagement models that understand the client's market needs and adapts to their unique business culture. We ensure that our models are successful for any engagement by establishing the right balance between the client's expectations of quality, timelines, cost, and our operational efficiencies. The AQ team works with the client every step of the way, from engagement to final delivery.
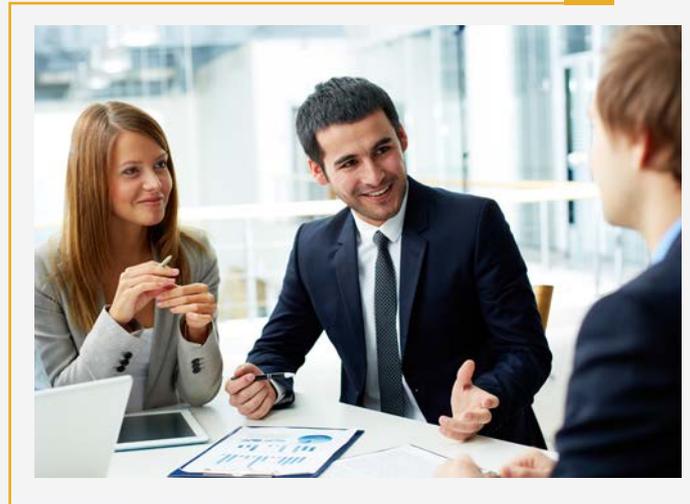
THE AQ TEAM

CLIENT

ENGAGEMENT MANAGER
- Understands business requirements and translates them for the offshore team
- Manages SLAs & ensures a smooth transition

BUSINESS CONSULTANT
- Works closely with the engagement manager and the AQ team to ensure delivery

TECHNICAL EXPERTS
- Develops dashboards by stitching together client approved designs (created by the visualization team) and databases (created by the analyst team)

BUSINESS ANALYSTS
- Designs the database in collaboration with the business and the technical team to ensure client friendly reports

VISUALIZATION EXPERTS
- Works together with the client, business and technical teams to design the user interface and experience

AQ'S ENGAGEMENT MODELS HAVE A WELL DEFINED AND STRUCTURED APPROACH

THE FIXED COST MODEL

In the fixed cost model, the total cost, scope and deliverables of the project are defined at the very beginning. If the scope changes through the course of the project, the costs are revised based on the new requirements.

The journey of a fixed cost analytics project can be broken up into three phases.

OBJECTIVES	WHAT WE DO

PILOT PHASE

1 Interpret

- We understand the business context and complexity of the data sets
- We integrate the data sets and track performance accurately

- We identify and document the business requirements by interviewing various stakeholders

FIXED COST

2 Develop

- We define the modeling relevant to the business requirements
- We develop a framework for the analysis by collaborating with our clients

- We iterate on the analysis plan to create an optimum model
  - We identify the different metrics to be compared
  - We define the expected analysis outcomes
  - We create individual scenarios

3 Implement

- The client is enabled with actionable insights and can run 'what if' scenarios based on the algorithm developed by AQ

- AQ provides recommendations to the client to help devise the right roll out strategy based on the modelling

2

2 The journey of a fixed cost data visualisation project can be broken up into three phases.

OBJECTIVES	WHAT WE DO

PILOT PHASE

1 Design

Objectives
- We collaborate with the client to create client specific designs

What we do
- We develop a visually appealing dashboard design, which showcases different data scenarios. This phase includes the UI and UX design which helps the client get an idea of how the user will engage with the data.

FIXED COST

2 Develop

Objectives
- We create a dashboard by integrating data from multiple client agencies and building up a common database for all data sources

What we do
- We harmonize and aggregate the client's data from multiple data sources
- We develop the tool internally, testing and fixing issues before deployment

3 Deploy

Objectives
- The dashboard is accessible online on the client server

What we do
- We ensure a seamless transfer of the database and applications onto the client server
- We design a guide document/video to help the user navigate through the application

RETAINER MODEL

In the retainer model, the deliverables are defined through the course of the retainer term and delivered by a dedicated team who support all client requirements. Our retainer engagement model can be broken up into three phases.

OBJECTIVES

WHAT WE DO

PILOT PHASE

1 Pilot

Objectives:
- Understand the business context and complexity of the data sets
- Integrate the data sets and track performance accurately
- Build credibility

What We Do:
- Senior management invests time onsite
- We build an offshore team with domain experts
- We show quick wins by solving basic problems quickly
- We move senior members as onsite resources

RETAINER

2 Partner

Objectives:
- Integrate with the clients business cycles
- Drive consistency in results through process-setting & automation
- Take on larger projects/more variety

What We Do:
- We engage with our clients to provide strategic inputs for their marketing calendars
- We automate routine tasks and provide statistical inputs whenever required
- We codify hiring practices and build capacity and capability across our engagement teams
- We create training programs to build client-specific skills

3 Integrate

Objectives:
- Become true client partners – become trusted advisor
- Generate ideas, new innovations and new areas of work

What We Do:
- We enhance routine projects through our storytelling approach, re-visualize slides and help create templates for client reports
- We build visual dashboards/ tools/apps depending on specific project requirements
- We regularly partner with clients to generate new ideas for the business

AQ WORKS ON A WIDE RANGE OF PROJECTS WITHIN THE RETAINER MODEL

The table below is a mocked up example of some of the work flows.

New areas/concepts

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Loyalty program revolutionizing				▬	▬	▬					▬	
New market analysis	▬	▬										

Growth

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Brand's situation assessment	▬						▬					
Driver of value											▬	▬
Ad testing analysis								▬	▬	▬		

Sustainability

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Operations analysis		▬	▬									
Market map brand factsheets						▬						
Media prioritization									▬	▬	▬	▬

Reports / scorecards

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Brand promotions analysis	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Guest relations report		▬										
Brand scorecards		▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬

Tools

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Brand Tracker		▬	▬	▬	▬							
Segmentation tool							▬	▬				